



DWI/OSS/BOS-L2007-501830-TD

WORKFORCE SYSTEMS LETTER NO.: 07-17

DATE: September 24, 2007

EFFECT:	<u>ACTION</u>	<u>INFO</u>	<u>ATTACHMENTS</u>
	[X] One Stops	[]	[X]
	[X] LWIBS	[]	[X]
	[X] States	[]	[X]

SUBJECT: Strengthening Demand-Driven Services to Business Workshop on 10/29/2007

1. Purpose: To announce the above workshop given by Public/Private Ventures for local Workforce Investment Boards (WIB) managers and staff most responsible for developing business relationships and responding to the needs of local and regional business customers. This workshop session is intended to assist in providing skills and strategies needed to offer valued services to business. Attendance is limited to 60 overall and no more than 2 individuals from a Local Workforce Investment Area (LWIA) may register. **Registrations are due by October 11, 2007.**

2. Background: Under the Department of Labor/ Employment and Training Administration's (USDOL/ETA) Performance Enhancement Project, Public/Private Ventures provides technical assistance, training and workshops aimed at improving Workforce Investment Act (WIA) and Wagner Peyser (WP) performance outcomes as reflected in formal measures and as required to implement policy initiatives. To become more demand driven, workforce development professionals must focus on the business or "demand side" of workforce development in order to understand the demand for skills and talent so that better services are delivered to workers.

3. Target Audience: The training session is designed for policy makers and staff involved in design and direct provision of services to business. There is no registration fee for this event. Participants are responsible for their travel costs and are **asked to bring to the workshop materials they use in their LWIA to communicate with business.**

4. Location: The workshop will be held in Boston, MA on October 29, 2007 from 10:00AM to 4:00PM in Room E-275 B of the John F. Kennedy Federal Building in Government Center, Boston, MA. Participants will be on their own for lunch. Further details are provided below.

5. Registration: Each person who will attend the training session should complete the registration form (attached) and fax or e-mail it to Tom Dalton at 617-788-0125 or dalton.thomas@dol.gov. A registration confirmation will be sent to participants. Registrations are due by October 11, 2007.

6. Inquiries: If you have any questions concerning this workshop, please contact Tom Dalton at 617-788-0113 or Tim Theberge at 617-788-0139.

Grace A. Kilbane
Regional Administrator

Attachments

PERFORMANCE ENHANCEMENT PROJECT
STRENGTHENING DEMAND DRIVEN SERVICES

October 29, 2007

10:00 am to 4:00 pm

John F. Kennedy Building, Room E-275B

Boston, MA 02203

Target Audience

This workshop is designed primarily for local WIB managers and staff most responsible for developing business relationships and responding to the needs of local and regional business customers.

Learning Objectives

A key component of any successful WIB is its ability to provide valued services that business customers need. To become more demand driven, workforce development professionals must focus on the business or “demand side” of workforce development in order to understand the demand for skills and talent so that better services are delivered to workers. This broadened focus requires a critical set of strategies and skills.

This interactive workshop will highlight strategies needed to successfully collaborate with businesses and enhance workforce development outcomes. Specifically, participants will:

1. Explore the essentials of working with business.
2. Exchange best practice strategies for effectively managing the demands of serving dual customers—employers and job seekers.
3. Examine effective strategies for communicating services to business.
4. Identify plans for strengthening services to business.

The training will employ a variety of instructional strategies including hands on activities and peer learning experience. Specifically:

1. Participants form groups to share ideas and discuss challenges.
2. Participants use their existing business relationships as grist for learning.
3. Participants are introduced to tools and techniques that they can incorporate into their day-to-day work.

PARTICIPANTS ARE ASKED TO BRING TO THE WORKSHOP MATERIALS USED TO COMMUNICATE BUSINESS SERVICES.

Driving Directions to Government Center

From West of Boston - *Storrow Drive East*:

Take Storrow Drive East towards Downtown Boston. Take the Government Center/Kendall Square exit. Stay straight off the exit ramp and go through one set of lights, following the signs for Government Center/Massachusetts General Hospital. You are now on Cambridge Street. Continue on Cambridge Street for approximately a half mile. The JFK Federal building is on the left.

From Storrow Drive West - *Interstate 93 North & South*:

Take Storrow Drive West to Government Center exit (left exit). At end of ramp, yield to crossing traffic at flashing traffic signal, and then proceed straight, following signs for Government Center/Massachusetts General Hospital. You are now on Cambridge Street. Continue on Cambridge Street for approximately a half mile. The JFK Federal building is on the left.

From West of Boston - *Massachusetts Turnpike (Interstate 90 East)*:

Take Interstate 90 East to Exit 18 (Brighton/Cambridge). Follow the signs to Cambridge/Somerville. Turn right onto Storrow Drive East towards Downtown Boston. Follow the directions from [Storrow Drive East](#) above.

From North of Boston - *Interstate 93*:

Take I-93 South to Exit 26 (Storrow Drive/Cambridge). Follow the directions for [Storrow Drive West](#) above.

From South of Boston - *Interstate 93*:

Take I-93 North to Exit 26 (Storrow Drive). Do not take Exit 23 (Government Center). Follow signs to Storrow Drive (stay in right lane). Follow the directions from [Storrow Drive West](#) above.

From Logan Airport - *Sumner Tunnel*:

Take the main exit out of the Airport to Route 1 A South. Take Route 1 A South through the Sumner Tunnel. Follow signs to Storrow Drive not I-93 North towards Government Center. Follow the directions from [Storrow Drive West](#) above.

East of Boston - *Ted Williams Tunnel*:

Take I-90 West through the Ted Williams Tunnel. Follow I-90 West to Exit 24 (I-93 North). Take I-93 North to Exit 26 (Storrow Drive). Do not take Exit 23 (Government Center). Follow the directions from [Storrow Drive West](#) above.

GROUND TRANSPORTATION AND PARKING:

There are a number of ways to get to the hotel from Logan Airport as noted above. Visit the MBTA website (Massachusetts Bay Transportation Authority) at <http://www.mbta.com/> for subway information. Taxi cabs can be found at the airport curbside. Parking garages are on New Sudbury St (the left before the JFK Federal Building), the corner of New Sudbury and Congress St, and at the intersection of Cambridge St and Tremont St. Rates will exceed \$30 for the day)

Airport	Destination	Regular Taxi	T- Blue Line
Logan	Government Center	\$20-\$30	\$1.75

***U.S. Department of Labor—Region 1
Employment and Training Administration (ETA)***

REGISTRATION FORM

***John F. Kennedy Federal Building, Room E-275B
Boston Government Center – Boston, MA
October 29, 2007
10:00AM to 4:00 PM***

Each attendee needs to fill out a registration form. For question call Tom Dalton at 617-788-0113.

PARTICIPANT INFORMATION

First Name: _____

Last Name: _____

Organization: _____

Title: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____

Fax: _____

Email: _____

Special Needs: ☐ Accessibility/Disability/Assistance

**Registrations must be made no later than October 11th.
Attendance limited to 2 persons per Local Workforce Area
Early registration is appreciated.**

*Please fax or email this completed registration form to Tom
Dalton at 617-788-0125 or dalton.thomas@dol.gov*